



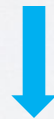
nevada  
**health link**

## 2016 Off-Season Marketing Campaign Overview and Strategy

April 14, 2016

## Campaign Objectives:

- 1) Identify new enrollee audiences throughout Nevada
- 2) Educate and change perceptions about the necessity for health insurance
- 3) Build awareness of Nevada Health Link as the resource for health insurance for Nevadans



## Goal:

Position Nevada Health Link to achieve 100,000+ enrollees for the 2016/17 enrollment period



# Who are we talking to?

Uninsured and underserved populations within Nevada, focusing primarily on:

- Hispanic & Asian/Pacific Islander Populations
- Tribes
- Rural Communities
- Millennials
- Self-employed/early retired, 50+
- Other ethnicities



# How will we reach these audiences?

**Outreach** – retool our event strategy to reach and educate these audiences directly, within their communities.

**Stakeholders** – identify established, credible entities who share a common cause and create meaningful partnerships to build awareness and educate.

**PR/Media Relations** – implement a cohesive communications plan utilizing Bruce as the Exchange spokesperson to continue building a strong, affirmative image for Nevada Health Link.

**Social Media** – continue the positive connection with the Exchange's online following.

**Advertising** – develop testimonial style messaging to portray the virtues of having health insurance.





## Off Season Campaign Marketing Timeline



	March	April	May	June	July	Aug	Sept
<b>Outreach Activities</b>							
Event Strategy and Planning	XXXX	XXXX					
Events	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
<b>Stakeholder Activities</b>							
Stakeholder Strategy and Planning	XXXX	XXXX	XXXX				
Round Tables				XXXX	XXXX	XXXX	XXXX
<b>Social Media</b>							
Organic Content Posts	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Email Database Development		XXXX					
Paid Advertising		XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
<b>PR/Media Relations</b>							
Communications Plan Development		XXXX	XXXX				
Statewide Media Relations			XXXX	XXXX	XXXX	XXXX	XXXX
Share of Voice Benchmark			XXXX	XXXX	XXXX	XXXX	XXXX
<b>Digital Media</b>							
Paid Advertising				XXXX	XXXX	XXXX	XXXX
<b>Traditional Media</b>							
Paid Advertising				XXXX	XXXX	XXXX	XXXX
<b>Advertising Development</b>							
Campaign Concepts and Messaging	XX	XXXX	XXXX	XXXX			
Testimonial Development			XXXX	XXXX	XXXX	XXXX	XXXX
<b>Branding</b>							
Brand Standards Update	XXXX	XXXX	XXXX				
Brand Standards Implementation			XXXX	XXXX	XXXX	XXXX	XXXX
<b>Website</b>							
Update Strategy and Planning	XXXX	XXXX	XXXX				
Update Implementation		XXXX	XXXX	XXXX			